



## SHOOT BRIEF

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# Low-Income Neighborhoods

Keyword Code: **LOWNOV17**

Social issues such as poverty remain one of our industry's primary subject categories. We continue to receive a high volume of requests for imagery of low-income housing, especially footage of traditionally poor or low-income areas. For instance, specific places that were requested were neighborhoods in Los Angeles, New York City, Chicago, London, and Paris.

### **Shot List Thought-Starters:**

- Apartment projects / housing estates
- Residential neighborhoods / houses
- Urban neighborhoods / tenement houses
- Trailer Parks
- Closed Industrial Factories and Manufacturing centers
- Closed down commercial businesses

**Suggested Keywords:** Poverty, Low Income, Urban Decay, Dilapidated, Derelict, Poor, Ghetto, Social Issues

**Typical Users:** Political Ads, Charity and Community-Based Organizations, Documentary Films, Non-Fiction and Reality Television Programming, Financial and Banking Institutions

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## Pro-Tip:

Avoid capturing people in your shots. A majority of this content will be editorial, being that property releases for these locations will be nearly impossible to secure. In addition to shooting wide angles, think about getting tighter shots that communicate the subject you're attempting to portray.

**Location Diversity:** Urban, Suburban, and Rural

## Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

## Submission Checklist:

- Remember to tag your clips with the keyword code: **LOWNOV17**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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